

Some confusion seems to have arisen in the minds of a few of our advertisers as to the meaning of an editorial in the last number of the JOURNAL. In that article we condemned the practice of printing "bizarre or grotesque" illustrations, and stated that the things using this sort of spectacular advertising were apt to be pretty poor stuff. There is a lot of difference between a decently gotten up illustrated advertisement of a reputable house and a non-secret preparation, and the sort of stuff that requires skeletons, emaciated men under umbrellas, scrawny hands clutching at swollen feet, infants writhing in pain, and a lot more of that sort of thing. If those who have criticised the JOURNAL for the editorial utterance referred to will be good enough to re-read it, they will probably see that they could not be referred to. So far as we are aware, there is not one of the good houses in the country that indulges in this vicious advertising; nor do they advertise the sort of preparations which would need the bolstering and the forcing of the nature suggested. We are very proud of our advertising pages and of our advertisers; they are first-class, reputable houses, and we have from the first stated it as our policy to print no advertisement of a house for which we could not tacitly vouch. It would be an excellent thing, and a courteous, for the members of the Society to remember this, and to patronize our advertisers as much as possible, whenever such preference may be shown without disadvantage.

The session of the Sanitary Conference held at Paso Robles on Monday, April 18, was a very notable meeting. The attendance was large, and those present took great interest in the subjects presented for discussion. The question of milk supply was thoroughly gone into, the unanimous opinion being that proper measures for control of dairies and milk supply should be carefully drafted and put into effect as expeditiously as possible. In considering this question, the recommendations of the Department of Agriculture should not be overlooked. The Department has carefully studied this matter, and recommends the plan of certification of good dairies and good milk, rather than any condemnatory procedures. Condemnation seldom, if ever, does any particular good. The absolute necessity for a law granting the State Board of Health more extended powers was clearly brought out. At present it can act only in an advisory capacity; it should be given power to enforce its advice. Another question of great importance is that of vital statistics. This matter is in reality more urgent than probably the majority of physicians realize, and will be discussed at some later time. Dr. William LeMoyne Wills, of Los Angeles, was elected president for the ensuing year.

A second year's work has demonstrated the wisdom of placing all the business of the State Society in the House of Delegates and thus relieving the general sessions of everything except scientific work. Never has there been a more harmonious meeting of the Society, and though a great deal of business was transacted, it was done without wrangling and expeditiously. It is to be regretted that all of the county societies were not represented, and the duty of electing some man who is sure to attend the meeting is one that should not be overlooked. The number of societies thus not represented was very small, however, and the fact was evident that keen interest in the Society and its work is felt all over the State. The new constitution and by-laws, practically as recommended by the committee, and with only minor alterations, was adopted, section by section, on the evening of the first day, and the centralization of work ought to prove an advantage and effect a saving of considerable time and labor. The sessions of the house in future will probably not be so long; and it is to be hoped that we will not have to adopt another constitution and by-laws for some time to come.

At Paso Robles there were a number of suggestions in regard to future issues of the Register. If the members of the Society who have alterations or ideas to suggest to the Publication Committee will kindly write them out and send them to the Committee or to the JOURNAL office, they will be welcomed and carefully considered. It is the sincere desire of the Committee to place in the hands of the members of the Society a book that will be of the greatest benefit and help to them. A number of improvements have already been decided upon and will be incorporated in the next issue. Please do not think that we are averse to criticism; it is the only way in which we can hope to improve.

MEETING OF THE A. M. A.

The next annual meeting of the American Medical Association will be held at Atlantic City, N. J., June 7-10.

The railroads will give special rate of one fare for the round trip from this Coast—two times a week. Inquire of agents for further particulars.